



PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017-5592 TELEPHONE (212) 880-5000

April 27, 1992

Mr. Garrison Jackson
Advertising Experti
280 North Central Avenue
Suite 210
Hartsdale, NY 10530

Dear Garrison:

In conversations with Kay this morning, I understand that the magazine breakout by trading area that we requested has still not been started.

I realize that Advertising Experti may not have all the resources at hand to complete the job which is why I suggested when I spoke with you last Wednesday to have Leo Burnett subcontract this job at a flat rate of \$1,000. To summarize, what is required is:

- 1) a breakout of 1991 expenditures by magazine by 1992 P.M. trading areas. (Trading area/county breakouts were previously provided to you).
- 2) for magazines that are not audited, a prototyping of these books against similar publications in order to accomplish a complete spending breakout.

As you know, we need this information promptly as finance is being held up in preparing year end reports without this data.

Please advise today how you intend to complete this project, and by what date.

I look forward to hearing from you.

Sincerely,

Diane Cimino
Manager, Media

DC/em

cc: K. Galeotti
R. Schneider
R. Stirlen

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